

--- Import Licensee # 104 - "Brown & Williamson", Louisville, Kentucky ---

--- RC-396 - twenty cigarettes - tall format ---

"Brown & Williamson" was founded in 1894 in Winston-Salem, North Carolina, and was incorporated as "Brown & Williamson Tobacco Company" in 1906. In 1927 it was purchased by "British American Tobacco", and in 1929 moved its headquarters to Louisville, Kentucky. The company introduced "Kool" cigarettes in 1933, and its brands include "Carlton", "Lucky Strike" and "Viceroy". In 1994 B.A.T. merged with "The American Tobacco Company", and the 1999 they merged with "Rothmans International BV". It is the third largest cigarette manufacturer in the U.S. possessing about 16% of the U.S. market.



--- the collection contains the following 11 examples ---

AR7
E-8 AT8
AE9 AI9
CR0
CB2
AS3
AC4 AR4 AU4

With the exception of **E-8** (apparently a Rothmans code) this system seems to exhibit a code word (for the month) as the central letter, with the year provided by the final digit. To date the central month letters are - B; C; E; I; R; S; T and U - are these the same letters used by Benson and Hedges? The initial letter probably indicates the factory of origin.

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